



Joint News Release

For Immediate Release

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MONROE COUNTY SEES ECONOMIC IMPACT IN 2006 EMPIRE STATE GAMES

Monroe County Executive **Maggie Brooks** and **Ed Hall**, President and CEO of the Greater Rochester Visitors Association, reacted this afternoon to the news from Governor Pataki that Rochester has been named the Host City for the 2006 Empire State Summer Games, to be held July 26-30, 2006. The Games are expected to bring nearly 6,000 athletes and an estimated 20,000 visitors to the area. They were last held in Rochester in 1998.

At a news conference held in the Atrium of the County Office Building this afternoon, County Executive Maggie Brooks said, *"This is great news for Rochester and Monroe County and speaks volumes about our community's excellence in hosting premier sporting events. Our resources and venues – including our nationally recognized colleges and universities – are truly second to none. We are pleased to have been chosen as the location for the 2006 Empire State Summer Games and we look forward to the opportunity to showcase our outstanding community to the thousands of athletes and fans who will be visiting and staying in Monroe County."*

While the athletes will be housed in area college and university dormitories, family, friends and spectators are expected to impact area lodging facilities, restaurants, and attractions. Estimates of upward to \$8 million in economic impact for the local economy are projected.

"The Games will also provide significant benefits to our economy – including our hospitality and tourism industry – bringing millions of dollars into our area," Brooks added. *"The Empire State Games will have a tremendous economic impact in Monroe County and the Greater Rochester region, and give added publicity to our community. I thank Governor Pataki for selecting Rochester and Monroe County as the host community for the 2006 Games."*

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"This is a perfect example of the strong leadership of the County's cooperative sports sales efforts including the Monroe County Sports Development Corporation and the Greater Rochester Visitors Association," said Ed Hall, GRVA President & CEO. "This collaboration has proven to be an efficient and effective way of promoting Greater Rochester as an attractive amateur sporting events venue."

The Games will primarily be conducted in facilities at area college campuses including Rochester Institute of Technology, the University of Rochester, St. John Fisher College, Nazareth College, and Monroe Community College. Additional venues will also host some of the Game's competitions and programs.

"Our area's collegiate sporting facilities are a real asset. We couldn't have bid for the 2006 Empire State Summer Games without the outstanding cooperation of area colleges," Brooks added.

"Monroe County's partnership with the Greater Rochester Visitors Association – through the Monroe County Sports Development Corporation – has proven to be highly effective and successful. Our partnership has helped establish Monroe County as a premier destination for sporting events, which ultimately helps drive economic growth and investment in our community. Events such as USA Hockey Tournaments, Olympic Gymnastic Trials and the antique baseball National Silver Ball Tournament have brought millions of dollars into the local economy," Brooks concluded.

The 2006 Empire State Summer Games marks the 29th celebration of the Games, one of the largest amateur state-sponsored athletic programs in the nation.

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